#### Manufacturer testimonials

Securing GreenRate certification has translated into increased sales as customers choose Armstrong ceiling products which meet the Green Star SA criteria. We see this trend continuing as the demand for high-performing sustainable buildings grows in the coming months and years.

Jeremy Sumeray, Senior Segment Manager, Sustainability - EMEA, Armstrong World Industries Ltd

GreenTag really has been fantastic for us...it has gained access to, and won projects for us that wouldn't have happened otherwise.

Bolon Flooring Partner Michael Glover TAG

Performing Carbon and whole of Life Cycle Analysis (LCA) on materials used by in construction and operations, GreenTag helps connect the dots for EarthCheck's tourism asset owners by making LCA audited products easier to access and understand.

EC3 Global, Certifiers of the EarthCheck System

The assessment part of the GreenTag labelling program provides the opportunity to obtain a detailed LCA at or below the price of a single indicator LCA (carbon footprint) from many consultants.

Brett Giddings, Sustainability Manager, VISY Packaging

# Free GreenGo Marketing Package

GreenTag certification gives your products exclusive access to the benefits of our 'GreenGo - Advanced Market Connect' program. It also gives enhanced access to Partner Programs including:

- EC3 EarthCheck Green Product Pipeline: A direct connection to the procurement divisions of hotels, exhibition and conference centres, airports, tourism venues and restaurants in over 70 countries by this hospitality sector eco-certification scheme. It certifies hotel chains like Accor, Rydges, Taj, Banyan Tree Group, Langham etc.;
- All GreenTag certified products receive free listings on the Ecospecifier.co.za website and knowledgebase, a powerful market connector with a strong reputation now formatted for mobile devices including phones and tablets. Marketing in Ecospecifier.co.za newsletters and social media is also included you every certified product's GreenGo package.
- If your product has overeseas markets, we can also pre-assess it for many of the world's most prominent green building rating tools such as LEED®, BREEAM®, Estidama, Green Star®, etc.

Ask us for full details of the GreenGo Package.



#### Awards

- 2014 Finalist Eco-Logic Awards, Eco-innovation Category (South Africa)
- 2013 Winner, Banksia Sustainability Award, Built Environment Category (Aust.)
- Finalist 2011 6th International Green Awards (UK)



fax

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www.globalgreentag.com

#### **Marketing Partner:**

ecospecifier rust brands advise.verify.market.connect ecospecifier.co.za info@ecospecifier.co.za

#### **Technical Partner:**



#### **Under Licence from:**







#### Providing credibility and trust in your brand in local and global markets

Specifying or designing with green products can prove to be a difficult journey though a minefield of acronyms, standards and opinions. GreenTag simplifies this process making it easy to identify, compare and source products using their environmental credentials, helping truly green products stand out from the crowd.

What Makes the GreenTag so valuable as a certification? It is a third party, green building and other product rating and certification system, underpinned by rigorous scientific and Life Cycle Assessment (LCA) processes. Its advanced, robust 'beyond LCA' certification methodology is a world first.

All the research, analysis and reviewing of standards is done for designers and procurement professionals.

#### Global GreenTag product eco scorecard



#### **Provides Unique Value** Including GBCSA recognition

Global GreenTag:

7

8

- Helps designers and specifiers make product decisions easily and quickly;
- Creates powerful and credible brand leverage;
- Mitigates risk of prosecution under SA Consumer Protection Act 2008 for misleading claims;
- No trailing percentage certification fees;
- Provides 'Nutrition-label' like Product Scorecard with both LCARate and GBCSA recognised Green Star SA ratings;
- Marks and Scorecards are provided for your use on all printed and digital marketing;
- LCARate reporting includes EPDs (ISO compliant Environmental Product Declarations)
- Supports your marketing by publishing certifications via Global GreenTag and Ecospecifier.co.za and social media;
- Product Reports can also include connectivity to Green Building rating tools in other countries, regions or Emirate, e.g. Estidama (Abu Dhabi), LEEDv4® (USA plus 130+ countries), BREEAM® (UK plus 44 countries), Green Star® (Australia & NZ), etc.
- Certifies credits where recognised in other country Green Building Council (GBC) or Accreditation Body e.g. GBC Australia, GBC New Zealand, Malaysia etc.

#### Global GreenTag also certifies:

- Interior Products
- Building Products
- Paper & Packaging • Fabrics & Textiles
- Cleaning Products
- Personal Products
- Mattresses & Bedding
- Stationery
- Consumer Goods

For a complete listing of GreenTag certified products go to www.globalgreentag.com



# trust brands<sup>™</sup>

- How to understand the tag
- Building Synergy: the extent to which a product makes the purchase cost or running costs of a building less costly or more efficient.
- 2 Health and Ecotoxicity: assesses a product's potential to negatively influence personal and ecosystem health - all certified products have high health outcomes.
- 3 Biodiversity: considers the negative and positive impacts a product has on local and global species - including sustainable wood certification
- 4 LCA Score: rates the overall whole of life impacts of all aspects of a product from 'Cradle to Grave' and beyond.
- **5 GHG:** quantifies the greenhouse gas emissions in Kilograms of Carbon Dioxide (equivalents) including transport components from 'Cradle to Grave' and beyond.
- 6 Corporate Social Responsibility: ensures product is fit for purpose and worker conditions comply with International Labour Laws.

7 GreenTag EcoPOINT: A weighted average of the six key 'Sustainability Assessment Criteria' above. It compares the product under Certification to the 'Worst Case Business as Usual' (BaU) product typically used in the market place. It is typically a number between 1 (BaU) and 0 (no Impact) with the smaller the number the better. With products that have a 'net positive' restorative potential (e.g. green roofs and walls) the number can actually be a minus number (e.g. -0.32)- this means it is very good and will help restore the natural balance in the environment. If you want to compare 2 similarly rated products use the EcoPOINT. The one with the lowest number (e.g. 0.23 is better than 0.32 and -0.23 is even better) is the best overall!

Green Star SA® LEVEL: This indicates the level that the product is recognised under the GBCSA's Green Star SA® Interiors rating tool Materials Calculators

9 PLUS: designation shows fully audited manufacturer data. Streamlined designation shows fully audited industry average data used (often used where bulk commodity raw materials and components dont allow supply chain audits).

#### 4 tiers and 3 levels of product performance



# Bronze : Good The product is non-toxic and eco-friendly in use with minor OH&S issues after risk analysis and GreenTag EcoPOINT of up to 0.75. Generally equivalent to other ecolabels.



Silver : Very Good The product is non-toxic and eco-friendly in use and for OH&S after risk analysis and GreenTag EcoPOINT of up to 0.5.

### LCARate (life cycle assessment)

A detailed life cycle assessment (LCA) rating of the product compared to the worst case business as usual (BAU) product commonly available in the market. This rating is reflected by a Bronze, Silver Gold and Platinum rating as well as an Ecopoint numerical value.

LCARate is designed to allow consumers and green procurement professionals alike to recognise simple, intuitively recognisable symbols to reflect the outcome of highly complex and scientifically robust LCA while making sure that information is available to whatever depth they want to pursue'. Companies and Governments can now develop procurement policies around a simple whole of life LCA specification knowing it is reliable, robust and trustworthy.

I have been involved in many LCA projects in my time at Visy and am yet to find a Peer-Reviewed LCA with so many indicators at such a cost effective price and over such a broad range of products.

Brett Giddings, Product Sustainability Manager, Visy

#### GreenRate

GreenTag GreenRate is a separate bespoke system designed to accommodate Green Building Council specific government or corporate accreditation requirements where this is desired, additional to LCA Rate.

GreenRate, also in combination with LCARate is one of only 2 ecolabels recognised by the Green Building Council of South Africa 'Interiors v1' tool Materials Calculators for all LEVEL A (100%), LEVEL B (85%) and LEVEL C (75%)

GreenTag is already one of the most accredited third party certifiers globally, being in accordance with:

- ISO 14024 Externally Verified Type 1 Ecolabel Rating System
- ISO 9001 Certified Quality Management System
- ISO 14040-44 Peer reviewed and audited LCA
- ISO 14025 & ISO 21930 Type 1 Environmental Product Declarations (EPDs)
- ISO 14067 Greenhouse Gas Analysis for Products
- ISO 17065 Conformance Assessment Bodies





#### Gold : Excellent

The product is non-toxic and eco-friendly in use and OH&S, with significant LCA impact reduction in one or more other categories e.g. GHG and GreenTag EcoPOINT of up to 0.15.

Platinum : World Leading The Best of the Best -The contains no toxic or health impacting chemicals and is eco-friendly, at all stages of production, use and end of life and GreenTag EcoPOINT of better than 0.15.

All GreenTag Certified Products comply with key credits in international green building rating tools: LEED® (US, China, and 90 other countries) and BREEAM<sup>®</sup> (UK, EU, ME and International) and Estidama Pearl (Abu Dhabi)

